

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, JUNE 18, 2015

Part I - OPERATIONS
GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Chairperson, Mr. Byrne at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. Byrne.

Roll Call:

Mr. Byrne	Present	Mr. Patterson	Present
Mr. DelMonte	Absent	Mr. Barnabei	Present
Mr. Reidenbach	Present	Ms. Murphy	Present
Mr. Morey	Present	Mr. Greenland	Present
Mr. Montello	Present		

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Mr. Lynch, Ms. Trapp, Ms. Kane, Mr. Federici, Ms. Feketics and Mr. April.

A. Approval of Minutes

Ms. Murphy made a motion to approve the minutes from May 20, 2015, second by Mr. Barnabei.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – June 2015
- Finance Update – June 2015
- Housing Update – June 2015
- Sales Update – June 2015
- SMG Update – June 2015
- Delaware North Update – June 2015

Mr. Siciliano stated that both SMG and Delaware North did an excellent job with the United Methodist events and other events over the last month.

There were no questions on the department updates.

Correspondence/Communication: Included in the packet was a note from the family of Marvin Hume, who recently passed away. Mr. Hume was always proud of the time when he presented the flag from 9-11 at the Wildwoods Convention Center.

Motions:

None.

D. Chairperson's Report

There were no questions on the Chairperson's Update.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that there is nothing to add to the information already in the report. Mr. Siciliano gave a brief update on the host hotel. We have received a new commitment letter today, which is in review. Once this is signed, we will be able to execute the contracts with SOSH, SAG and Joe Lomax. Mr. Morey had questions regarding the project, which were answered by Mr. Byrne.
- Mr. Morey discussed development at Rio Grande Avenue on top of existing surface parking lots.
- **Housing** - Mr. Siciliano reported that the Housing Committee hosted a Housing Program Meeting on May 19th. The first meeting went very well, and the second meeting is scheduled for Tuesday, June 23rd at 3:00. We will also schedule training sessions in July and August, which will be extremely helpful.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. Executive Session

Nothing.

F. Any matter of immediate attention - Nothing.

G. Motion to go into the GWTIDA/Advertising portion of the meeting.

Mr. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. Greenland.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of May 20, 2015 were approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – June 2015

Finance Department Update – June 2015

Marketing/Public Relations Update – June 2015

Ms. Trapp shared with the Board an award that we received from the NJ State Elks Parade Committee.

Mr. Byrne had questions regarding the Statement of Cash Flows in the Finance Department Update, which were answered by Mr. McNicholas. We start to receive checks in September and October. Mr. Siciliano explained the process.

Correspondence/Communication – Letter regarding County Rio Grande Avenue Road Project/LED Welcome Sign was included in the packet. Mr. Siciliano reported that he spoke with County Engineer Dale Foster. The intersection at John's Tire and Auto may open this week. This is also a possible location for an LED sign. The County has awarded a contract to the Michael Baker Group to finish the project, and the Strategic Planning Committee will meet shortly.

Motions:

Mr. Reidenbach made a motion to approve the Bill List in the amount of \$277,750.08, second by Mr. Patterson.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Mr. Siciliano explained that we were going to ask for permission to go out to RFP for Public Relations, because we are at the end of the 3-year contract, however, the RFP we did 3 years ago was a 3-year contract with 2 one-year options. We learned that we can negotiate a one-year option. Mr. April agreed that that is true as long as it is provided for in the RFP. Mr. McNicholas stated that it is Suasion

Communications contract. Mr. April stated that we can reform the contract because it's the RFP that controls it. We can reform the contract by sending a letter, saying that there is an error in the contract that does not abide with the specs, therefore we believe the contract should provide for 3-year contract plus 2 one-year extensions, or 1 2-year extension. It has to be whatever it says. Because there is no amount for the option years, per Mr. April, we can reform the contract, then ask Suasion to submit a proposal. If we don't like it, we do not have to accept it, then we go out to bid. Per Mr. Siciliano, the motion would be to give the Executive Director the authority discuss the option with our existing PR company, Suasion Communications and offer them the opportunity to bid or to make a proposal for an option period. Make that offer to us, then it is either accepted or we can decide to not exercise the option, and it comes back to the board. Then we ask for permission to go out for a new RFP.

Mr. Morey made the motion to authorize the Executive Director to notify Suasion Communications that there is an option or options available under our contract and seek from them a proposal for the option period, which the Executive Director will then bring back to the board, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DeMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

C. Chairperson's Report

Mr. Byrne discussed the letter regarding Redevelopment Plan Steering Committee. This topic was tabled by the City of Wildwood at their last meeting, so it will also be tabled by Mr. Byrne. It will be discussed at next month's meeting if needed.

Committee Reports:

- **Advertising:** Ms. Murphy reported that we are moving forward with the next icon wall. A location is being determined at this time.
- **Special Events:** Mr. Siciliano stated that the committee is in post-event report mode. Recent events are being reviewed. Mr. Greenland had questions regarding the Beer Fest, and we are waiting for post event report to come in. Mr. Morey had questions on the Hydrofest event, which were answered by Mr. Siciliano.
- **Strategic Planning:** Mr. Morey stated that the Cedar Avenue Project is back on the table.

Old Business – Mr. Reidenbach had questions on the Foam and Glow event, which were answered by Mr. Siciliano. The event will be held inside the convention center.

New Business – None.

Policies/Procedures – None.

Correspondence/Communication – None.

D. Public Comment – None.

E. Executive Session – None.

F. Any matter of immediate attention

The next GWTIDA Board Meeting will be held on Thursday, July 18, 2015.

G. Motion to Adjourn

Mr. Patterson made a motion to adjourn, second by Mr. Reidenbach.

Roll Call:

Mr. Byrne	Yea	Mr. Patterson	Yea
Mr. DelMonte	Absent	Mr. Barnabei	Yea
Mr. Reidenbach	Yea	Ms. Murphy	Yea
Mr. Morey	Yea	Mr. Greenland	Yea
Mr. Montello	Yea		

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary